

Attorney's Docket No. K&L 23-0250

**APPLICATION**

**FOR UNITED STATES LETTERS PATENT**

**SPECIFICATION**

TO ALL WHOM IT MAY CONCERN:

BE IT KNOWN THAT I, **DELPHA MATTISON**, a citizen of UNITED STATES OF AMERICA, have invented a new and useful **PURSE ORGANIZING SYSTEM** of which the following is a specification:

## PURSE ORGANIZING SYSTEM

5

### BACKGROUND OF THE INVENTION

#### 10 Field of the Invention

The present invention relates to purse insert devices and more particularly pertains to a new purse organizing system for restricting movement of items about the interior of a purse and 15 making the items easier to retrieve.

#### Description of the Prior Art

A multitude of various purse insert devices have been 20 proposed in the prior art for holding various items in the purse of the user. However, the known inserts have suffered from a number of drawbacks. For example, inserts that are designed to have a relatively large capacity tend to be bulky and occupy a significant portion of the interior of the purse, even when these inserts are 25 relatively empty. Smaller inserts take up relatively less room in the interior of the purse, but also are not able to hold as much. Collapsible or soft-sided inserts tend to take up less room in the interior of the purse when empty or nearly empty, but these inserts typically do not protect the items from crushing inside the purse.

Some of the known inserts include a single compartment that may permit smaller items to fall over in the interior of the insert, while other inserts include dividers for creating separate compartments that may or may not be of a suitable size for carrying the desired 5 items. Some known inserts have a shape that makes the remainder of the interior of the purse difficult to carry larger or relatively elongate items.

10 The purse organizing system according to the present invention substantially departs from the conventional concepts and designs of the prior art, and in so doing provides an apparatus primarily developed for the purpose of restricting movement of items about the interior of a purse and making the items easier to retrieve.

15 **SUMMARY OF THE INVENTION**

20 In view of the foregoing disadvantages inherent in the known types of purse insert devices now present in the prior art, the present invention provides a new purse organizing system construction wherein the same can be utilized for receiving items to restrict their movement about the interior of the purse, while holding the items in a manner that protects the items from being crushed and makes the items easier to retrieve.

25 To attain this, the present invention generally comprises a purse organizing system for removably positioning in a purse. The purse organizing system comprises an insert having a top and a bottom and being elongated between opposite ends. The insert 30 includes a pair of laterally spaced side walls with the side walls each having opposite ends. The insert also includes a pair of longitudinally spaced end walls with each of the end walls

extending between the side walls. The insert also includes a bottom wall extending between the side walls and the end walls for closing a bottom and creating an interior. An open top is located opposite the closed bottom. The insert also includes at least one 5 divider wall extending laterally between the side walls to divide the interior into two compartments.

There has thus been outlined, rather broadly, the more important features of the invention in order that the detailed 10 description thereof that follows may be better understood, and in order that the present contribution to the art may be better appreciated. There are additional features of the invention that will be described hereinafter and which will form the subject matter of the claims appended hereto.

15 In this respect, before explaining at least one embodiment of the invention in detail, it is to be understood that the invention is not limited in its application to the details of construction and to the arrangements of the components set forth in the following 20 description or illustrated in the drawings. The invention is capable of other embodiments and of being practiced and carried out in various ways. Also, it is to be understood that the phraseology and terminology employed herein are for the purpose of description and should not be regarded as limiting.

25 As such, those skilled in the art will appreciate that the conception, upon which this disclosure is based, may readily be utilized as a basis for the designing of other structures, methods and systems for carrying out the several purposes of the present 30 invention. It is important, therefore, that the claims be regarded as

including such equivalent constructions insofar as they do not depart from the spirit and scope of the present invention.

Advantages of the invention, along with the various features 5 of novelty which characterize the invention, are pointed out with particularity in the claims annexed to and forming a part of this disclosure. For a better understanding of the invention, its operating advantages and the specific objects attained by its uses, reference should be made to the accompanying drawings and 10 descriptive matter in which there are illustrated preferred embodiments of the invention.

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

15 The invention will be better understood and objects of the invention will become apparent when consideration is given to the following detailed description thereof. Such description makes reference to the annexed drawings wherein:

20 Figure 1 is a schematic perspective view of a new purse organizing system according to the present invention shown in a purse depicted in broken lines.

25 Figure 2 is a schematic perspective view of a first configuration of the purse insert of the present invention.

Figure 3 is a schematic perspective view of a second configuration of the purse insert of the present invention.

30 Figure 4 is a schematic sectional view of the present invention showing an optional divide wall configuration.

#### **DESCRIPTION OF PREFERRED EMBODIMENTS**

With reference now to the drawings, and in particular to Figures 1 through 4 thereof, a new purse organizing system embodying the principles and concepts of the present invention and 5 generally designated by the reference numeral 10 will be described.

The invention contemplates a purse organizing system 10 that is suitable for removably positioning in a purse 2 having a pair of side wall portions 4, 5, end wall portions 6, 7, and a bottom wall 10 portion 8 opposite of an upper opening 9. The wall portions collectively define an interior 3 of the purse 2 which is accessible through the upper opening 9.

The purse organizing system 10 includes an insert 12 having a 15 top 14 and a bottom 16 and is elongated between opposite ends 18, 19. The insert 12 comprises a pair of laterally spaced side walls 20, 21, and the side walls each have opposite ends 22, 23. The side walls 20, 21 may be oriented substantially parallel to each other. The insert 12 also comprises a pair of longitudinally spaced end 20 walls 24, 25, each of which extends between the side walls 20, 21. The end walls 24, 25 are most preferably oriented substantially perpendicular to the side walls 20, 21. Each of the end walls 24, 25 may be located between respective ends 22, 23 of the side walls. The insert 12 may also comprise a bottom wall 26 that extends 25 between the side walls 20, 21 and the end walls 22, 23 for closing the bottom 16 of the insert and creating an interior 28. The insert 12 also preferably includes an open top 30 that is located opposite of the closed bottom 16.

30 The insert 12 may also include at least one divider wall 32 that extends laterally between the side walls 20, 21 to divide the interior 28 into two compartments 34, 36. The compartments 34, 36

may comprise first 34 and second 36 compartments. The divider wall 32 may have an upper edge 40, and the upper edge may have a concave shape extending toward the bottom for permitting easier finger gripping of items held in one of the compartments, especially 5 if the item fits relatively snugly in the compartment. The concave upper edge 40 may be arcuate or curved in shape, or may be substantially V-shaped with the apex of the V-shape being oriented toward the bottom wall 26 of the insert 12.

10        Optionally, a second divider wall 42 may be included on the insert 12. The second divider wall 42 may extend laterally between the side walls 20, 21 to create a third compartment 38 in the interior 28 of the insert 12. The third compartment 38 may be located between the first 34 and second 36 compartments. Each of 15 the compartments 34, 36, 38 may have a length in the longitudinal direction of the insert 12. Optionally, the lengths of the first 34 and second 36 compartments may be substantially equal. Optionally, the lengths of the first 34 and second 36 compartments may be greater than the length of the third compartment 38 so that 20 the third compartment is more suitable for holding elongate objects in a relatively upright position in the interior of the purse, while the first and second compartments are more suitable for holding broader items, or elongate items in a relatively horizontal position. As a further option, the length of the third compartment 38 may be 25 substantially equal to the width of the third compartment such that the third compartment is substantially square in plan.

30        Optionally, the length of each of the first 34 and second 36 compartments may be approximately three times the length of the third compartment 38.

Each of the first 34 and second 36 compartments may be elongated with a length of each of the compartments in the longitudinal direction of the insert 12 being greater than a width of each of the compartments in a direction transverse to the

5 longitudinal direction of the insert. Optionally, the widths of the compartments 34, 36, 38 may be substantially equal to each other so that the width profile of the insert 12 is relatively uniform along the entire length of the insert 12.

10 Significantly, the side 20, 21 and end 24, 25 walls may be substantially transparent to permit the user to view the interior of the compartments (and the contents held therein) through the walls. Optionally, the side 20, 21 and end 24, 25 walls may be substantially opaque to conceal the interior of the compartments

15 (and the contents held therein) from view through the walls.

Each of the side walls 20, 21 has a height and a length, and optionally the length of each of the side walls is approximately three times the height of the side wall. Each of the end walls 24,

20 25 has a height and a width, and optionally the height of each of the end walls is approximately twice the width of the end walls.

As a further option, at least one of the compartments 34, 36, 38 is elongated in a direction parallel to an axis extending

25 perpendicular to the end walls, and in one embodiment of the invention, the first 34 and second 36 compartments may both be elongated in such a manner.

Preferably, the first divider wall 32 and the second divider

30 wall 42 are immovable with respect to the side walls 20, 21 of the insert to resist crushing of the contents of the compartments caused by unintended or accidental movement of the divider walls which

could shrink or constrict the size of one of the compartments on its contents.

Significantly, each of the side walls 20, 21 and end walls 24, 25 may be substantially rigid in order to resist crushing of the insert (and the contents of the insert) when it is placed in a purse. Further, the first 32 and second 42 divider walls may also be substantially rigid to help buttress the side walls 20, 21 from being crushed inward toward each other and collapsing on the contents of the compartments.

In one illustrative embodiment of the invention, generally represented in Figure 2 of the drawings, the insert 12 has a length of approximately 8.75 inches and a width of approximately 1.375 inches, and thus each of the side walls 20, 21 has a length of approximately 8.75 inches and each of the end walls 24, 25 has a length of approximately 1.375 inches. The height of the insert is approximately 3 inches. The first 34 and second 36 compartments may each have a length (in the longitudinal direction of the insert 12) of approximately 3.75 inches, and the third compartment 38 has a length of approximately 1.25 inches.

In another illustrative embodiment of the invention, generally represented in Figure 3 of the drawings, the insert 13 has a length of approximately 6 inches and a width of approximately 1.375 inches, and thus each of the side walls 20, 21 has a length of approximately 6 inches and each of the end walls 24, 25 has a length of approximately 1.375 inches. The height of the insert is approximately 3 inches. The first compartments 35 of the insert 13 may each have a length (in the longitudinal direction of the insert

13) of approximately 3.75 inches, and the second compartment 37 has a length of approximately 1.375 inches.

In use, the insert 12 may be placed into the interior 3 of the  
5 purse 2 and may be placed on the bottom wall portion 8 of the  
purse, either adjacent to one of the side wall portions 4, 5 or  
spaced from the side wall portions toward a center of the bottom  
wall portion of the purse (see Figure 1). Optionally, due to the  
relatively elongate, thin nature of the insert, a second insert 13 may  
10 also be placed in the interior 3 of the purse 2 alongside the first  
purse insert 12. Items may be placed into the compartments of the  
inserts according to their best fit in the differently-sized  
compartment interiors.

15 With respect to the above description then, it is to be realized  
that the optimum dimensional relationships for the parts of the  
invention, to include variations in size, materials, shape, form,  
function and manner of operation, assembly and use, are deemed  
readily apparent and obvious to one skilled in the art, and all  
20 equivalent relationships to those illustrated in the drawings and  
described in the specification are intended to be encompassed by  
the present invention.

Therefore, the foregoing is considered as illustrative only of  
25 the principles of the invention. Further, since numerous  
modifications and changes will readily occur to those skilled in the  
art, it is not desired to limit the invention to the exact construction  
and operation shown and described, and accordingly, all suitable  
modifications and equivalents may be resorted to, falling within the  
30 scope of the invention.